



Parks and Recreation Board

Meeting Minutes

Monday, March 23, 2015 – 6:30 p.m.
Wylie Municipal Complex – Council Chambers
300 Country Club Road, Building 100
Wylie, Texas 75098

CALL TO ORDER

Board Chairman Rose called the meeting to order at 6:30 p.m. with Board Member Ulmer, Board Member Chesnut, Board Member Harris, Board Member White and Board Member Kinser present. Board Member Jones arrived late to the meeting at 7:00 p.m.

Staff members present: Parks & Recreation Superintendent, Robert Diaz and Parks Board Secretary, Janet Hawkes.

CITIZENS PARTICIPATION

No Citizens came forward.

BUSINESS ITEMS

1. **Consider and act upon approval of the Minutes from the January 12, 2015 and February 9, 2015 meetings.**

Board Action:

Board Member White made a motion, seconded by Board Member Chesnut, to approve the minutes from the January 12, 2015 meeting and the February 9, 2015 meeting. A vote was taken and passed 6-0.

2. **Consider and act upon a vendor application for the Blackland Prairie Playground Foundation for a 10th Birthday Party fundraiser in Pirate Cove Playground at Founders Park on May 16, 2015.**

Present at the meeting was Anne Hiney, Wylie resident of 301 N. Cottonbelt Ave., Founder and President of the Blackland Prairie Playground Foundation. Ms. Hiney advised the Board that the Foundation plans a fundraiser/celebration event in celebration of its 10 year build anniversary. The proposed event date is planned for May 16, 2015 from 10:00 a.m. to 3:00 p.m. with an approximate attendance of 100 past supporters, volunteers, and ROTC members expected to attend. Ms. Hiney intends to advertise the event by way of flyer distribution through daycares, schools and possibly a magazine advertisement. Ms. Hiney explained that volunteers plan to decorate with balloons, give away hot dogs, cookies and water, possibly sell t-shirts and collect donations under the pavilion. Funds raised will be put toward the continued maintenance and improvement of the Pirate Cove playground.

Board Action:

Board Member Chesnut made a motion, seconded by Board Member Harris to accept a motion to approve the vendor application for the Blackland Prairie Playground Foundation for a 10th Birthday Party fundraiser in Pirate Cove Playground at Founders Park on May 16, 2015. A vote was taken and passed 6-0.

DISCUSSION ITEMS

- **Subcommittee recommendations regarding Wylie Recreation Center Operations Budget Assessment Report.**

Superintendent Diaz began discussion by explaining that the newly formed Subcommittee had four productive meetings which lasted approximately two hours each with Board Chairman Rose, Board

Member Jones, Board Secretary Hawkes and himself in attendance each month. Superintendent Diaz's goal at this evening's meeting was to have the Board provide recommendations to the City Council in a spring work session this May. Superintendent Diaz explained that staff reviewed the Assessment Report then narrowed down the options showing the short-term, mid-term and long-term goals. The Subcommittee members then each ranked their choices in a priority matrix list. The presented matrix shows the final seven priorities that the Subcommittee ranked as the highest priorities from the Assessment Report.

The Board discussed individually each of the seven goals on the list:

1. **Hire a full-time Front Desk Manager and adjust other full-time staff responsibilities accordingly.**
This was listed by the Subcommittee as the number one priority in order to maintain quality customer service and improve member retention rates. Superintendent Diaz stated that although details regarding the job description for a new full time staff member would be worked out later, the primary function of the position would be to handle the front desk, staffing schedules and childcare programs.
2. **Develop a five year prioritized capital improvement plan.**
The Subcommittee feels that staff needs to work with the Facility Manager to develop a capital improvement plan internally. Superintendent Diaz stated that a capital improvement plan is imperative for the Recreation Center because it needs to continue generating revenue.
3. **Drop the credit card surcharge for on-line program registration.**
Elimination of the credit card surcharge, which is currently passed onto customers during online registration, will benefit the Recreation Center by increasing its use as well as freeing up front desk staff for general customer service duties. The cost increase incurred by the City for dropping the surcharge would outweigh increased usage.
4. **Revamp the one month membership fee to function as an auto renew option at a lower rate to serve as a long term month to month fee alternative, with an added family option.**
This option will allow patrons (individual or family) to sign up for recurring monthly payments at the current 3 month membership rate with the option to cancel at any time. A comparison chart was included in the agenda packet showing a modified monthly auto renew rate for individuals and a household of four. Also included was changing the adult rate to begin at age 18 instead of the current age 17, renaming the family pass to "Four Pack", and not requiring ages zero to six to be pass-holders. Please note that although childcare can be separately purchased by monthly pass-holders, the current inclusion of free childcare for annual pass-holders will remain the same.
5. **A. There should be an across the board fee increase of approximately 5% every two years.**
B. Consider the elimination of the resident/non-resident fee differential.
Details for a fee increase option were included in the comparison chart. The Subcommittee added the 5% fee increase option as part of their review but they felt that the resident/non-resident fee differential needed to remain placing the larger burden on non-residents using the facility and potential loss of revenue for non-residents paying a higher rate. To date, the fee differential has not proven to have a detrimental effect on the membership numbers. Board Member Rose asked staff to bring the comparison of other fee options to the April Board meeting for review of justification for a rate increase.
6. **Consider increasing the fee for the 3 month passes or reduce benefits.**
To keep membership options simplified, the 3 month membership option was omitted as the Subcommittee agreed that the 3 month pass should be replaced by the monthly auto renew option at a similarly structured rate. Three months of the auto renew total the same fee amount as the current 3 month pass, and patrons are permitted to purchase a membership for three months at a time if they so choose.
7. **Inclusion of basic fitness classes with the Recreation Center passes.**
The Subcommittee felt that this option would be difficult for staff to manage and likely to reduce revenues. They agreed that the idea of adjusting membership rates and eliminating online card fees would be a much more beneficial change. Also, adding value to the membership is the flex registration, referred to as

"Flexreg," which allows patrons to purchase classes they want without being locked into a long term commitment to attend.

The Board consensus was to bring back to the April Board meeting an even more condensed version of the goals list to include only three things: 1) additional full time staff, 2) a five year capital improvement plan and 3) fee and membership changes. Goals number 3, 4 and 5 on the current goals list can be condensed into just one item with numbers 6 and 7 being completely omitted from the list.

ADJOURNMENT

There being no further business a motion to adjourn was made by Board Member Harris and seconded by Board Member Jones. A vote was taken and passed 7-0. The meeting was adjourned at 8:06 p.m.

ATTEST:



Janet Hawkes, Parks Board Secretary



Matt Rose, Parks Board Chairman